

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

December 2019

### Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in December for the City of Redding and collected from Redding lodging properties was \$495,748.62, which is a 23.3 percent decrease over December of 2018. This is with the expected market adjustment due to the inflated occupancy from the Carr Fire. Comparing December of 2019 to December of 2017, TOT had an increase of 40.7 percent, which is respectable over a two-year time period. Overall, this is a fiscal-year-to-date TOT decrease of 3.59 percent.

### Marketing and Advertising:

1. The Visit Redding website session duration increased 40.74 percent over 2018 correlating with video content increases. Los Angeles traffic increased 34.88 percent due to the Los Angeles campaigns designed to support the non-stop flight. A total of 81.2 percent of December's website visitors came from outside the Redding area.
2. The Redding CVB continues to run ads on TripAdvisor.com promoting travel to the area. In December, the Redding CVB's ads received 128,164 impressions and 230 clicks to VisitRedding.com for a click-through-rate (CTR) of 0.18 percent, which is nearly double the industry standard. In addition, 206 people navigated to the Visit Redding site after seeing the ads independently of clicking on them.



3. In December more than 200 new photos of Redding restaurants and attractions were added to better showcase the area. Additionally, search engine optimization (SEO) continued with new and improved alternative text (voice description for the blind) to make the site's new photos more ADA friendly.

**Public Relations:**

1. Media outreach continued in December with the Redding CVB:

- Assisting in eight earned media articles, reaching 33.6 million unique monthly visitors. The article from Forbes, as a result of Redding CVB media meetings and outreach, earned Redding a top honor and distinction as one of the ‘Top 25 Best Places to Visit in the U.S. in 2020.’ The Redding CVB also hosted the Traveling Newlyweds in October resulting two articles from their trip as part of an influencer campaign. View the list of articles in the table below:



Publication	Article	Link	Reach (UMV)
Forbes	25 Best Places to Visit in 2020	<a href="https://bit.ly/39zbt2H">https://bit.ly/39zbt2H</a>	23,040,308
Yahoo Lifestyle	The 30 Best Ski Resorts in the World	<a href="https://yhoo.it/2QDFeXs">https://yhoo.it/2QDFeXs</a>	8,837,935
Only in Your State	The City of Redding in Northern California was recently named One of the Coolest Towns in America	<a href="https://bit.ly/35gt3Fk">https://bit.ly/35gt3Fk</a>	1,436,280
KRCR News	Redding makes list of 25 coolest towns	<a href="https://bit.ly/36h2ssQ">https://bit.ly/36h2ssQ</a>	189,387
Active NorCal	Two NorCal Destinations Make Forbes List of ‘Best Places to Visit in 2020’	<a href="https://bit.ly/2swIr35">https://bit.ly/2swIr35</a>	41,070
Spot on California	Redding makes list of 25 coolest towns in America	<a href="https://bit.ly/37ADg0V">https://bit.ly/37ADg0V</a>	30,150
Traveling Newlyweds	Where to Eat (and drink) in Redding, CA	<a href="https://bit.ly/2SJihER">https://bit.ly/2SJihER</a>	2,220
Traveling Newlyweds	Why Redding Should be your next road trip destination	<a href="https://bit.ly/39CSILR">https://bit.ly/39CSILR</a>	2,220
<b>Total</b>			<b>33.6 million</b>

- Updating the media section on the Visit Redding website to include the latest articles mentioning Redding and a list of the awards and accolades. The links are below:
  - Redding In The News: <https://bit.ly/39zXQjy>
  - Awards & Accolades: <https://bit.ly/36meRMm>

2. The Redding CVB completed its fall social campaign, which included three carousel ads on Facebook and Instagram highlighting the Lake Shasta Caverns, National and State Parks and



Things to Do in Redding. The ‘Things to Do in Redding’ carousel was the top performing carousel with the most impressions, link clicks and engagements and the Caverns carousel had the best CTR. The campaign accumulated 660,833 impressions, 18,382 link clicks and 20,570 engagements. The campaign’s CTR of 3.2 percent, which was more than triple Facebook’s CTR benchmark of 0.9 percent for travel and hospitality campaigns. Lake Shasta Caverns received elevated interest in past campaigns, which allowed the Redding CVB to create a separate carousel for that activity.

- Two blogs were posted to the Visit Redding website to inspire vacation ideas to the area. The article ‘8 Natural Wonders to Explore Around Redding, CA’ features descriptions along with a photo or video of each attraction travelers should visit. The blog ‘300 Days of Sunshine: How to Embrace A Winter Escape in Redding, CA’ highlighted activities for people to enjoy in the winter. Links to the articles are below. The Visit Redding blogs collectively had 5,148 page views in December, which represented 8 percent of the web traffic on VisitRedding.com.

- 8 Natural Wonders to Explore Around Redding, CA: <https://bit.ly/2SMPXRO>
- 300 Days of Sunshine: How to Embrace A Winter Escape in Redding, CA: <https://bit.ly/2rPCu0L>

- A paid search campaign continued in December to serve ads to consumers to visit Redding. The ads were seen 57,556 times, totaling 4,867 clicks for a CTR of 8.46 percent, which is the best CTR month during this fiscal year. The overall campaign is grouped into eight subject categories and the general “leisure visit” category was the most viewed and generated the most clicks while the “event calendar” category had the highest CTR at 12.3 percent. The top keyword was “things to do in redding ca,” which generated 853 clicks to the Visit Redding website. The above word cloud displays the most popular search terms in the campaign from last month.

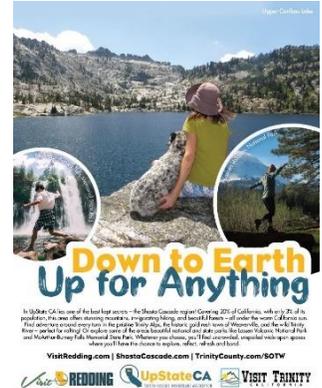


- The Redding CVB distributed its winter consumer newsletter in December, highlighting winter activities at the Mt. Shasta Ski Park, shows at the historic Cascade Theatre and Redding Civic Auditorium, the annual Redding Marathon, Turtle Bay Exploration Park, and the Redding Insider Blog. The newsletter was distributed to 9,379 people, generating a 17.2 percent open rate and a 5.2 percent CTR. The most-clicked link was to watch the “Famously Redding” video on Turtle Bay. The 2019 winter newsletter had a 33 percent increase in the amount of people who opened the 2018 winter newsletter and a 33 percent increase in clicks.



## International:

1. The Redding CVB partnered with Shasta-Cascade Wonderland Association (SCWA) on a full-page ad in the winter edition of Spirit of the West Magazine, published in December with distribution in Germany, Austria, and Switzerland. Spirit of the West has distribution to 45,000 readers that are specifically interested in traveling to the American West. Its target audience is 25 to 65-year-olds with disposable income and 65 percent of the readers have household income of more than \$150,000 annually.



## Conferences/Meetings/Conventions/Trade Shows Attended:

1. California On Location Awards: Dec. 15; Universal City, CA; Sabrina Jurisich.
2. Film Liaisons in California Statewide Board Meeting: Dec. 16; Universal City, CA; Sabrina Jurisich.
3. California Society of Association Executives Seasonal Spectacular Tradeshow: Dec. 17, Sacramento, CA; Sheila Dougherty.
4. National Tour Association (NTA) Travel Exchange: Dec 8-13, Fort Worth, TX.
5. Meetings with Humboldt CVB, Mendocino CVB, two Humboldt TBID board members, one Humboldt CVB board member, three properties with similar interests as Redding: Dec. 30-31; Laurie Baker.

## Shasta County Film Commission Sports Commission & Local Event Coordinator:

### Generating new group business for sports, local festivals, and/or film activity:

1. Film Shasta is now featured in Creative Handbook and KFTV, which are two established platforms that have an impressive reach within the industry. KFTV.com is the largest online production database in the world, with 36,000 users per month, having 20,000 listings from 179 countries.



- Film Shasta will be featured on the front KFTV USA landing page, which averaged 94,000 USA searches in the past 12 months.
- Film Shasta is one of the featured USA profiles on the main KFTV page and has a half-page ad in the KFTV Production Guide 2019, an electronic version of the print publication which will be distributed at all the major film markets and festivals.



- Creative Handbook is now featuring Film Shasta as a top headline listing under U.S. Film Commissions, along with an ad of the California Film Commissions section, and a half-page ad in its annual book.
- The Film Commissioner also received three inquiries for locations, crew, permits, and incentives and hosted two productions for three film days.

2. The Sports Commissioner continued follow up with the following organizations: American Junior Golf Association, Powerboat Nationals, NorCal High School Mountain Bike Race, International Slow Pitch Softball, AA Catfish, and Kayak Bass Fishing. Winter sports and activities will be featured in the next SportsStars Magazine with a circulation of 65,000 throughout the east Bay Area and runs in the Sunday edition of the San Francisco Chronicle.



\*As an affiliation with California Film Commission and Film Liaisons in California Statewide (FLICS), and as a standard of good Film Office procedure, we are commonly obligated to conform to privacy laws and to keep filming information provided by filmmakers, producers, and location managers private. The relationship of trust built with filming organizations encourages an open dialogue which allows us to be more capable of offering services to them, enticing them to bring their projects to us.

### **Industry Relations & Group Coordinator:**

#### **Generating new group business for meetings and conventions:**

1. The Redding CVB had 23 meetings at the National Tours Association Trade Show in Fort Worth, Texas. Four of the meetings were with tour companies the CVB previously worked with, three tour companies currently have half-day stop overs in Redding and they are open to considering targeted itineraries for extended stays. The topics being considered are: western themed, scenic trips, or festival events with one company requesting women only agendas such as those now available through The Fly Shop. Business/leisure itineraries are growing in popularity known as “bleisure travel” were requested by two tour operators interested in meeting spaces. Site visits for three tour companies are being organized.
2. The Redding CVB partnered with the Red Lion Hotel and the Sheraton Redding Hotel at the Sundial Bridge at the 2019 California Society of Association Executives Seasonal Spectacular Tradeshow in Sacramento. Attendees of the event were association meeting planners there to connect with destinations and properties in anticipation of future meeting and conferences. Of the estimated 750 attendees, 90 stopped by our booth. To drive qualified leads to the booth, 200 pre-show postcards were mailed to attendees advertising the Redding CVB raffle for an inflatable paddleboard kit for



those who submit an RFP. All leads will be passed on to all Redding properties with the ability to accommodate larger meetings.

3. The following groups were assisted by the Redding CVB in collaboration with hotels and other local organizations during the month of December: Rotary Club – Open World - Belarus Delegation. AARP – Meeting location in Redding Area.

### **Groups, Conventions, Sports and Festivals:**

#### Upcoming:

1. Pew Charitable Trust: Jan. 8, 2020; expected attendance of 100 people.
2. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, approximately 1,000 room nights.
3. NorCal High School Mountain Bike Race: April 2020; Bureau of Land Management.
4. Annual Rotary District Conference: May 2020 – approximately 400 attendees.\*
5. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
6. International Slow Pitch Softball (ISPS): NorCal Championship May 2020 at Big League Dreams, approximately 600 room nights with the potential to become an annual event.
7. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.
8. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 380 anticipating room nights.
9. California Association of Clerk and Election Officials: July 11-17, 2021; 170 estimated room nights.

#### Recent:

1. Lemurian Classic, Oct. 12-13, 2019: This mountain biking event was established in 1987. In 2019 the Redding Trail Alliance, in partnership with prior year's race promoters, designed a new course as the Carr Fire impacted portions of the previous course. Along with a new course, they added a registration party the night before the race and an after party in downtown Redding, as well as a chainless downhill race on Sunday. Saturday's race had 200 registered riders and Sunday's sold-out event had 100. A total of 102 attendees registered from out of town, with 62 coming from 2.5 hours away or beyond. The attendees gave a 100 percent positive feedback in the post event survey and RTA anticipates a greater turnout in 2020. The race raised more than \$17,000 which will be used to maintain and develop Redding's trail systems.
2. California Association of Resources Conservation District: 400 room nights, Sheraton Hotel at the Sundial Bridge.

*\* Denotes a joint effort of Redding Convention and Visitors Bureau and lodging facilities with client communication.*